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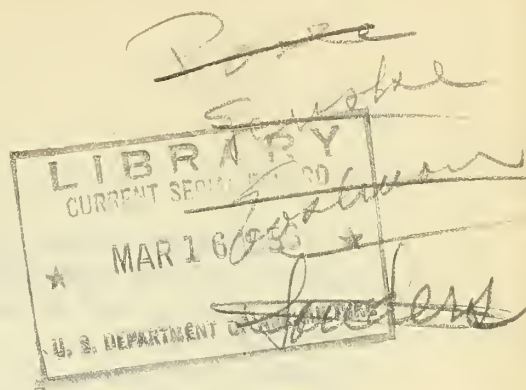
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Consumer Purchases of FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS

Oct.-Dec. 1954



UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

WASHINGTON, D. C.

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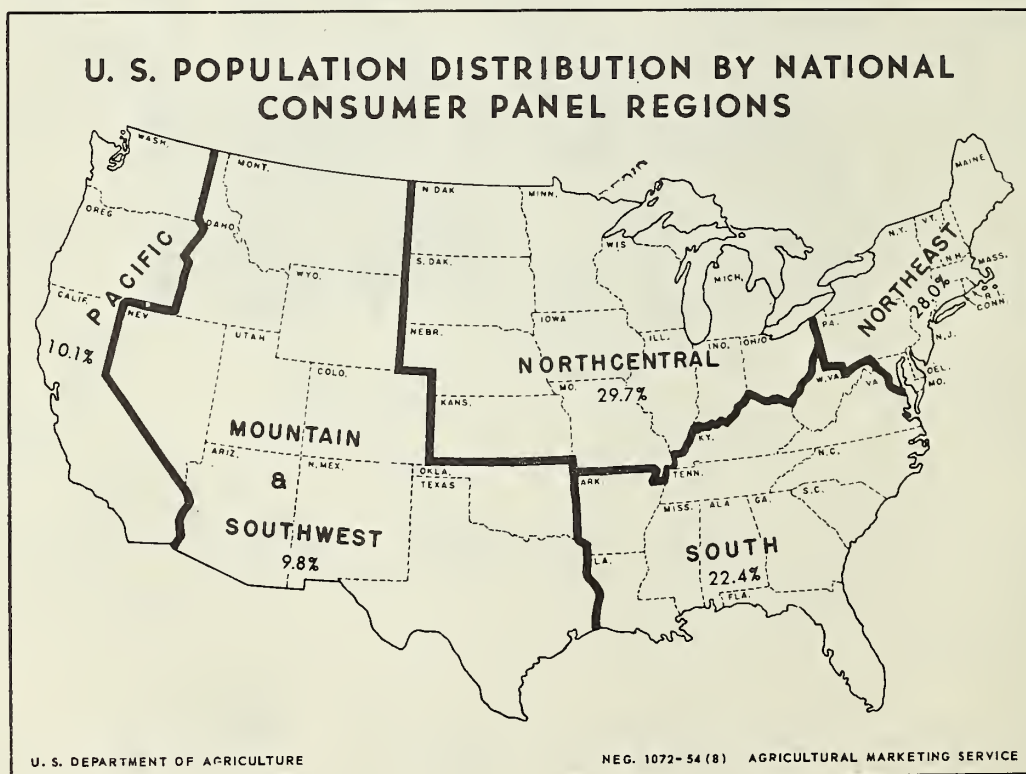
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FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates projected from a nationwide consumer panel of approximately 5,800 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports began in October 1949. It represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, OCTOBER-DECEMBER 1954

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

Combined purchases of oranges and orange products on a fresh equivalent basis in October-December 1954 were moderately above a year ago, despite a decline in purchases of canned single-strength orange juice. About 16,000,000 gallons of frozen concentrated orange juice were purchased by household consumers in October-December 1954, up more than a third from a year earlier. Consumer purchases of fresh oranges were virtually unchanged from a year ago, but purchases of canned single-strength orange juice declined 7 percent. Average prices reported paid by consumers in October-December 1954 were down moderately for frozen orange juice, down slightly for canned single-strength orange juice, and up slightly for fresh oranges.

Reported purchases of fresh grapefruit and grapefruit juice in October-December 1954 were equivalent to about 7,900,000 boxes, considerably above a year ago. Consumers reported a substantial increase in purchases of canned single-strength juice, with a more moderate increase in the purchase of fresh grapefruit compared with a year earlier. Consumers paid lower prices for both fresh grapefruit and grapefruit juice in October-December 1954 than in October-December 1953. Purchases of fresh grapefruit and grapefruit juice during October-December 1954 were higher in all regions compared with a year ago. Total purchases of grapefruit juice and fresh grapefruit were almost equally divided among the three major retail outlets, national and regional chains, and independent stores.

Household purchases of fresh lemons and frozen concentrated lemonade, seasonally small during these months, were virtually unchanged in October-December 1954 compared with the same period of 1953. Prices reported paid for fresh lemons and frozen concentrated lemonade were down slightly from a year earlier. Consumers reported buying about 13 percent more canned and bottled lemon juice in October-December 1954 at prices about the same as a year earlier.

Consumers purchased slightly less canned pineapple juice in October-December 1954 than in the same quarter a year earlier. Purchases of canned tomato juice were down by more than a tenth in the quarter ending December 1954 compared with October-December 1953.

FROZEN JUICES AND ADES

Consumers bought more than a third more frozen concentrated orange juice in October-December 1954 than in the corresponding period of 1953. Average prices reported paid during this period for a 6-ounce can of frozen orange juice were 2.6 cents lower than October-December 1953 and about one cent lower than July-September 1954. Prices paid were also lower in all regions than in the previous quarter.

Per capita purchases of frozen concentrated orange juice were nearly one-third larger in all regions except the Mountain-Southwest region where purchases were more than one-half larger than a year earlier (table 1). The average per capita purchases of 3.6 of the 6-ounce cans in the Northeast region continued to be the highest of the regions. Per capita purchases in the Northeast were almost twice as large as any other region and about three times the per capita consumption in the South.

Consumer purchases of frozen concentrated grape juice, seasonally small during these months, were down slightly from October-December 1953. Purchases in the Mountain-Southwest region during October-December 1954 were up about 16 percent from a year earlier. In the South consumers bought almost a fourth less of this product per capita than in October-December 1953. Prices reported paid were virtually unchanged from a year earlier and the previous quarter.

Consumer purchases of frozen concentrate for lemonade reflected the usual seasonal decline, but purchases were virtually unchanged from a year earlier (table 3). In October-December 1954 purchases in the Pacific and North Central regions were larger than in the Northeast region where in the past purchases have been larger with the exception of the April-June 1954 period.

During October-December 1954 householders paid an average of nearly 2 cents a 6-ounce can less for frozen concentrated lemonade than in the same quarter a year ago, but prices were about the same as in the preceding quarter.

Householders in the Northeast bought over half again as much canned single-strength orangeade as they purchased a year earlier, but total U. S. purchases were up only moderately in October-December 1954 (table 5).

Per capita purchases of orangeade in the South and North Central regions during October-December 1954 were down about one-fifth and one-tenth respectively from a year earlier. However, these declines were more than offset by increases of more than three-fourths in the Northeast and an increase of almost one-third in the Mountain-Southwest region. The proportion of total purchases made in chain stores increased to almost three-fourths of the total purchases, primarily as a result of increased purchases in regional chains. Prices reported paid were about one cent a 46-ounce can higher than in the preceding quarter but virtually unchanged from a year earlier.

Consumers reported smaller purchases of shelf-pack concentrate for orange-ade in October-December 1954, compared with the corresponding quarter in 1953. Prices reported paid were about one cent a 46-ounce can higher than a year ago. Purchases in regional chain stores almost doubled in October-December 1954 compared with the same period of 1953, accounting for 35 percent of the total purchases.

CANNED JUICES

Consumer purchases of all canned single-strength juices combined in October-December 1954 remained virtually unchanged from the volume bought during the like 1953 period. Purchases decreased for the major canned single-strength juices except grapefruit. Purchases of grape juice were down about a fifth, and those of lemon juice were up about 13 percent. Per capita purchases of canned single-strength juices were highest in the Northeast region, which edged above the Pacific region which has normally been the highest. Regional chain stores continued to be the most important retail outlet for householders' purchases of canned juices.

Consumer purchases of canned single-strength orange juice in October-December 1954 were about 7 percent below a year ago (table 6). Increased purchases in the Northeast and the North Central regions offset only a part of the decline in the other regions. The sharpest relative drop in purchases took place in the Pacific region where householders bought almost a third less canned orange juice than in October-December 1953. Prices paid in October-December 1954 averaged slightly lower in all geographic regions except the Pacific, compared with the same period a year earlier. Per capita purchases continued highest in the South, although volume of purchases were largest in the North Central region. Independent stores continued to lead the other types of retail outlets in purchases of canned orange juice.

Householders bought almost a third more canned single-strength grapefruit juice in October-December 1954 than in this quarter a year earlier (table 9). Purchases were larger in each geographic region. Per capita purchases were largest in the Pacific region although this area accounted for less than a sixth of the total purchases. Prices reported paid in all regions in October-December 1954 were lower than a year ago. Purchases were almost evenly divided among the 3 major type outlets. Compared with a year earlier, purchases in independent stores and national chain stores represented a slightly larger proportion, and those in regional chain stores a somewhat smaller proportion of the total (table 10).

In October-December 1954, householders' purchases of canned orange-grapefruit blended juice were about 10 percent below those in the like 1953 period (table 11). The Northeastern region accounted for 45 percent of total purchases of blended juice and was the only geographic region that reported a gain compared with October-December 1953. Purchases in all other regions were down. Average prices reported paid by householders were lower in all regions compared with a year earlier. The average price paid in the Northeast region showed the largest decrease--down about 2 cents a 46-ounce can. Purchases in regional chain stores in October-

December 1954 accounted for about two-fifths of the total purchases compared with less than a third a year earlier, while the volume purchased in other outlets decreased (table 12).

Consumers reported buying about 13 percent more canned and bottled lemon juice in October-December 1954 than a year earlier. Although the North Central region accounted for two-fifths of the total purchases, a substantial gain in consumer purchases in the Northeastern region accounted for most of the increase for the quarter. Prices reported paid by householders in October-December 1954 were about the same as a year ago.

National and regional chain stores each accounted for slightly more than a third of the consumer purchases of lemon juice in October-December 1954 (table 13). The chain stores increased in relative importance compared with a year earlier, while independent stores declined. Prices reported paid in the independent stores rose somewhat compared with a year earlier while the prices paid in other outlets dropped slightly.

Householders bought slightly less canned pineapple juice in October-December 1954 than in the same quarter a year ago (table 13). Purchases in the Northeastern region, which accounted for more than two-fifth of the United States total, increased by almost a tenth. Purchases in the South increased slightly, while purchases in the other geographic regions decreased. Prices paid in October-December 1954 were lower in each region compared with a year earlier.

Household consumers bought less canned tomato juice in October-December 1954, down by more than a tenth from a year ago. Purchases decreased in each geographic region. The average price paid for tomato juice was about the same as in October-December 1953 (table 13).

Householders reported buying about the same quantity of canned single-strength prune juice in October-December 1954 as a year earlier. Volume of purchases was higher in all regions except the Mountain-Southwest and the Pacific. Prices paid remained unchanged (table 13).

FRESH CITRUS FRUIT

In October-December 1954, consumers bought a total of about 8,600,000 boxes of fresh oranges. This was about the same quantity purchased in the corresponding period in 1953.

Purchases of California-Arizona oranges were down about 18 percent in October-December 1954 compared with a year earlier (table 15). Prices reported paid for California-Arizona oranges averaged 47.6 cents a dozen, up about 9 cents a dozen from the previous year. The lone exception by region to the price increase and purchase decline was in the Southern region where average prices were slightly lower and purchases slightly higher than the corresponding period in 1953. Independent stores continued to lead other retail outlets in consumer purchases of California-Arizona oranges, representing 44 percent of the total purchases.

Consumer purchases of Florida oranges were up about 16 percent in October-December 1954 compared with a year earlier (table 15). Prices reported paid were down moderately from the corresponding quarter of 1953, averaging 28.7 cents a dozen. The exception by region was in the Mountain-Southwest region where prices and purchases were both lower than in the corresponding quarter of 1953.

Consumer purchases of fresh grapefruit during October-December 1954 totaled about 5,100,000 boxes, about a fifth larger than in the same period a year earlier (table 19). Prices reported paid averaged about 5 cents a dozen lower than the prices reported paid in the same period a year earlier, averaging 79.7 cents a dozen in October-December 1954. Purchases were higher in all regions and the Mountain-Southwest region, in particular, where consumers purchased about 66 percent more grapefruit in the 1954 period than they did when the average price reported paid in the region was 11.6 cents a dozen higher in October-December 1953. The proportion of purchases in each of the major outlets was virtually the same in October-December 1954, as in 1953 (table 22).

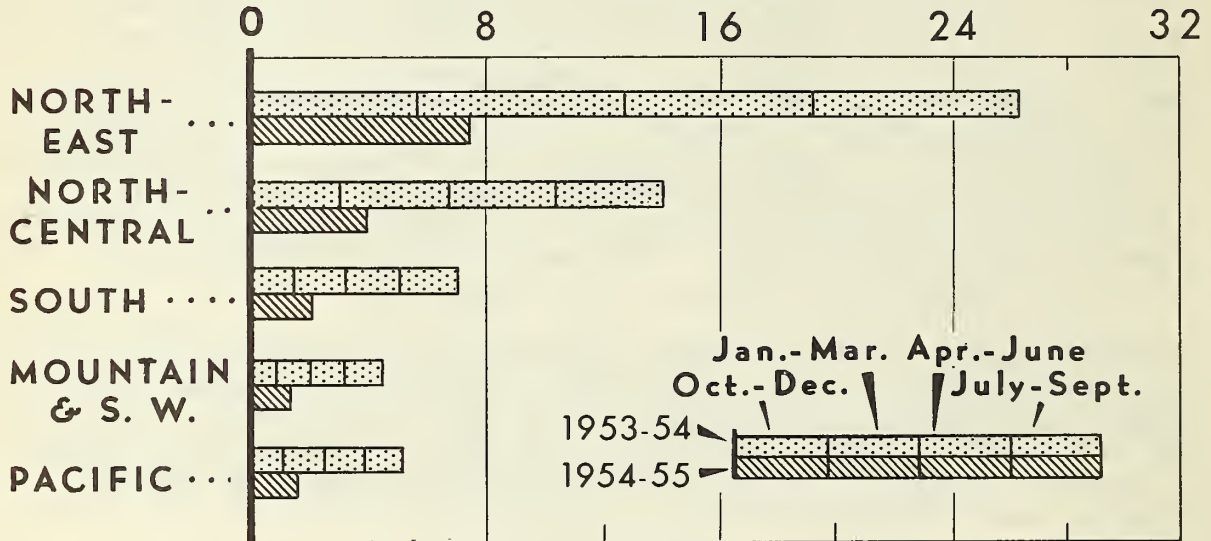
Consumer purchases of fresh lemons were virtually unchanged from a year earlier (table 24). Prices reported paid for fresh lemons averaged 45.6 cents a dozen during October-December 1954, about one cent lower than in the same period of 1953. Independent food stores accounted for 47 percent of consumer purchases of fresh lemons during October-December 1954--a slightly smaller proportion than a year earlier.

Consumer purchases of fresh tangerines during October-December 1954 totaled about 2,100,000 boxes, about the same as in the corresponding period of 1953 (table 26). Prices reported paid were somewhat lower, averaging 32.7 cents per dozen, reflecting an increased supply in the market. Purchases in the Northeast region continued to be higher than in other geographic regions--accounting for 43 percent of total purchases in October-December 1954.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, by Regions,

MIL. GALS.



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

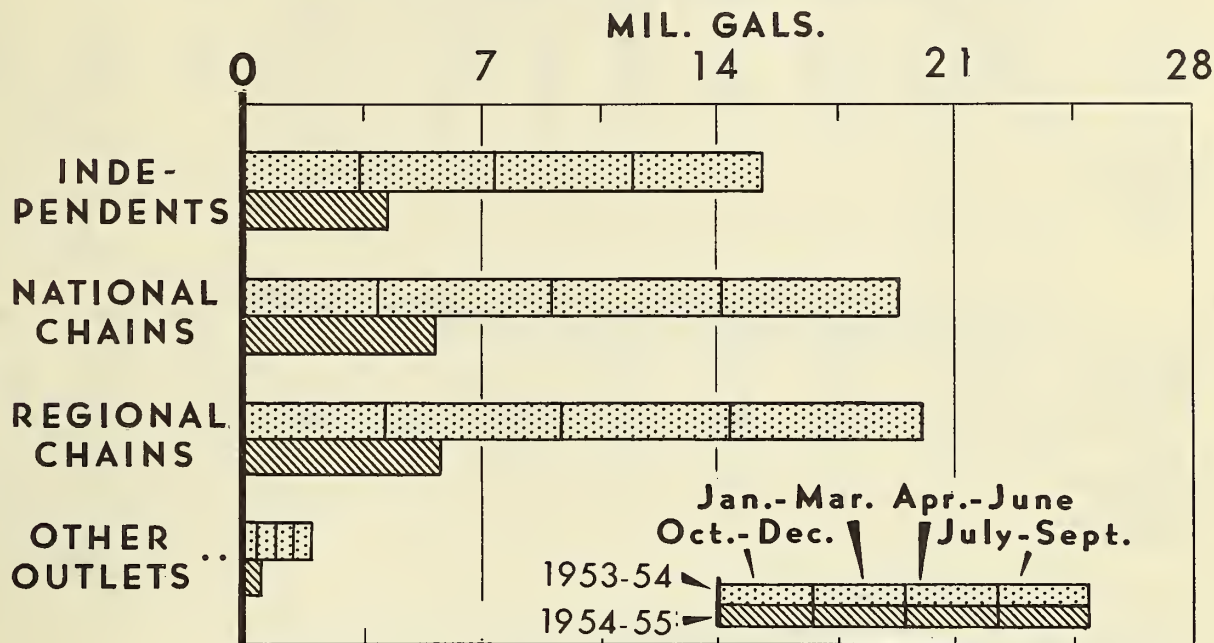
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Figure 1

Table 1.-- Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	11,718	5,672	2,941	1,369	740	996	18.5	18.5	18.6	17.8	18.8	18.5
January-March	15,263	7,042	3,878	1,751	1,150	1,442	14.7	14.7	14.4	14.4	15.6	14.9
April-June	14,412	6,500	3,665	1,777	1,120	1,350	15.0	15.3	14.9	14.6	15.5	14.6
July-September	15,548	7,115	3,735	2,052	1,386	1,260	16.7	16.5	17.1	16.4	17.0	16.6
Total	56,941	26,329	14,219	6,949	4,396	5,048						
1954-55												
October-December	15,974	7,483	3,837	1,991	1,238	1,405	15.9	15.4	16.4	15.5	16.7	16.0
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	16.9	17.3	16.6	16.6	16.4	17.2	76.1	129.6	64.1	40.2	48.1	67.5
January-March	20.0	20.0	20.2	20.0	19.0	20.5	98.5	160.7	84.6	50.8	74.7	97.7
April-June	19.0	18.8	19.3	18.7	18.1	20.2	92.8	147.3	79.1	51.4	72.3	90.9
July-September	17.7	17.7	17.2	18.7	18.0	17.4	97.7	163.6	82.6	54.2	82.5	79.9
1954-55												
October-December	19.1	19.3	18.0	20.2	19.1	19.1	99.7	171.0	84.0	52.3	74.0	89.1
January-March												
April-June												
July-September												

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.-- Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:			outlets:	groceries:			outlets:	groceries:			outlets:
	1,000	1,000	1,000	1,000								
	gallons	gallons	gallons	gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	3,440	3,832	4,046	11,718	20.2	17.7	18.0	18.5	15.8	17.7	17.0	16.9
January-March	4,001	5,349	5,355	15,263	16.7	13.6	14.4	14.7	17.5	21.5	20.0	20.0
April-June	3,906	5,010	5,002	14,412	16.8	14.4	14.5	15.0	17.7	19.6	19.1	19.0
July-September	4,139	5,244	5,669	15,548	18.3	15.7	16.1	16.7	15.2	18.8	18.2	17.7
Total	15,486	19,435	20,072	56,941								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.5	15.3	15.9	16.9	20.5	19.5	19.1
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 3.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	559	161	119	62	87	130	17.6	17.7	18.5	18.6	18.1	15.9
January-March	397	109	99	1/	58	89	17.7	17.3	18.9	1/	19.1	15.4
April-June	2,584	835	1,005	243	241	260	16.4	16.5	16.5	17.1	17.2	14.1
July-September	1,763	1,189	1,161	359	429	625	15.6	16.1	16.2	16.5	16.4	13.4
Total	7,303	2,294	2,304	706	815	1,104						
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	12.9	12.4	12.4	11.2	14.9	13.8	3.6	3.7	2.6	1.8	5.7	9.0
January-March	12.5	11.3	13.1	1/	12.6	13.2	2.6	2.5	2.2	1/	3.7	6.0
April-June	14.8	13.6	16.0	14.8	13.5	16.3	16.6	18.9	21.7	7.0	15.6	17.5
July-September	15.9	14.4	16.3	14.4	15.7	18.1	23.6	27.3	25.7	9.5	25.5	39.6
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March												
April-June												
July-September												
Total												

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	157	133	206	559	19.8	17.0	16.7	17.6	12.0	12.6	13.0	12.9
January-March	142	90	137	397	19.7	17.3	15.9	17.7	12.5	11.8	12.3	12.5
April-June	695	831	999	2,584	18.3	15.6	15.9	16.4	13.1	15.6	15.4	14.8
July-September	1,092	1,234	1,365	3,763	17.1	15.0	14.8	15.6	14.2	16.8	16.7	15.9
Total	2,086	2,288	2,707	7,303								
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases									
	United States	Region					Retail outlet 1/			
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries:	National chains	Regional chains	
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	
1953-54										
October-December	966	158	283	326	119	3/	376	340	245	
January-March	956	184	280	258	162	72	412	333	210	
April-June	1,228	275	419	267	165	102	417	458	348	
July-September	1,483	342	435	334	219	153	444	569	456	
1954-55										
October-December	1,070	274	248	286	169	93	277	395	384	
January-March										
April-June										
July-September										
Average price per 46-ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
1953-54										
October-December	28.2	27.8	28.7	27.6	29.6	3/	29.6	27.3	27.5	
January-March	28.8	28.5	29.0	28.6	29.2	28.1	29.6	28.0	28.5	
April-June	27.8	27.8	27.5	28.5	28.6	27.1	29.1	27.0	27.4	
July-September	27.1	28.0	27.2	27.5	26.2	26.4	27.7	26.6	26.8	
1954-55										
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1	
January-March										
April-June										
July-September										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	
1953-54										
October-December	62.6	62.1	66.0	58.2	61.7	3/	65.9	62.9	58.2	
January-March	61.6	62.3	63.1	59.4	60.0	64.0	63.3	63.5	56.2	
April-June	63.5	65.5	65.3	56.7	62.5	71.6	66.0	63.7	61.0	
July-September	63.5	62.2	64.9	53.0	68.0	77.1	65.2	65.9	59.6	
1954-55										
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7	
January-March										
April-June										
July-September										
Purchases per 1,000 capita										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/				
1953-54										
October-December	6.2	3.6	6.1	9.6	7.7	3/				
January-March	6.2	4.3	6.1	7.5	10.5	4.8				
April-June	7.9	6.2	9.1	7.7	10.5	7.0				
July-September	9.3	7.9	9.6	8.8	13.0	9.7				
1954-55										
October-December	6.7	6.3	5.4	7.5	10.1	5.9				
January-March										
April-June										
July-September										

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

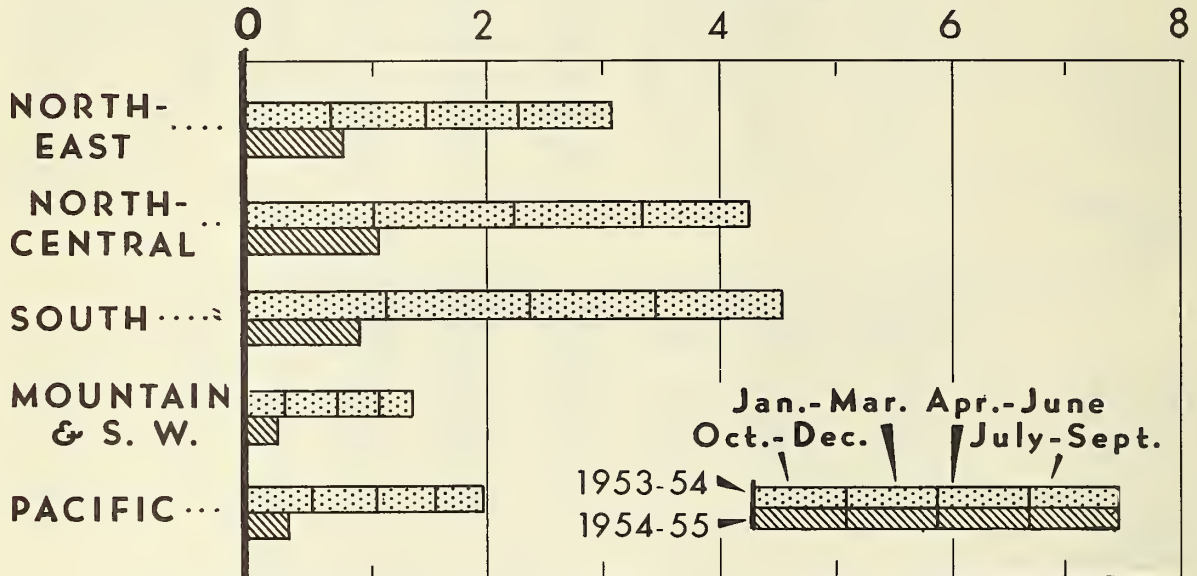
3/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

CANNED ORANGE JUICE

Consumer Purchases, by Regions

MIL. CASES*



* EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1466-55 (2) AGRICULTURAL MARKETING SERVICE

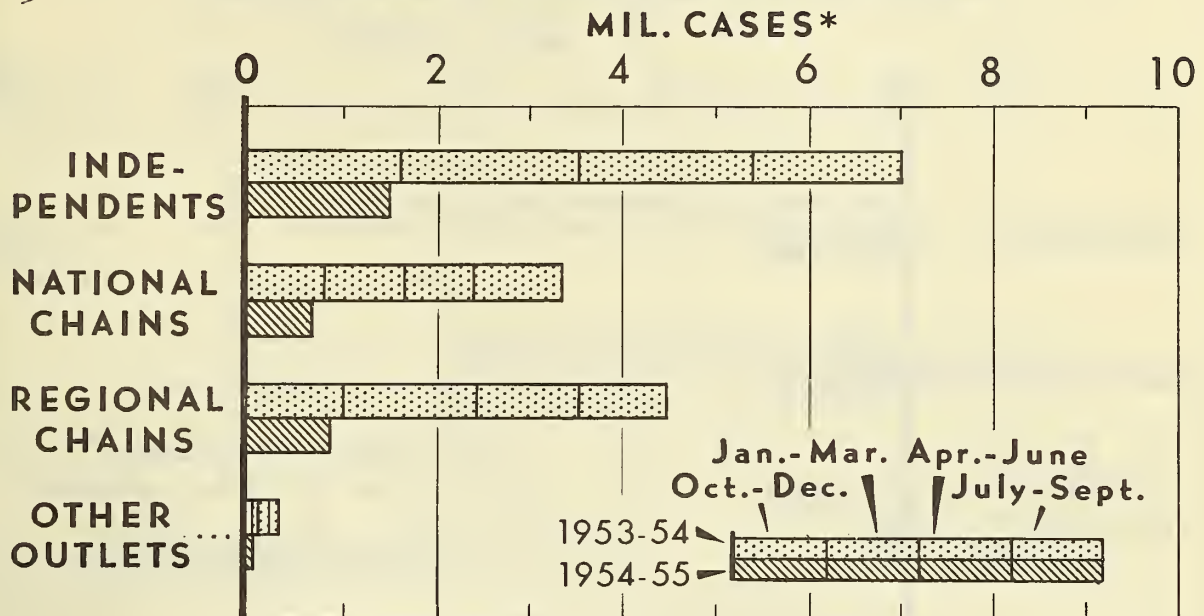
Figure 3

Table 6.-- Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	3,618	697	1,009	1,107	295	510	33.0	32.2	32.7	31.1	36.7	36.9
January-March	4,214	782	1,240	1,260	419	513	31.0	30.6	29.8	29.5	33.6	36.9
April-June	3,835	811	1,086	1,076	341	521	30.8	30.9	30.1	29.3	33.1	33.2
July-September	3,534	788	908	1,082	316	440	33.6	33.3	33.8	31.5	35.4	36.4
Total	15,201	3,078	4,243	4,525	1,371	1,984						
1954-55												
October-December	3,381	743	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March												
April-June												
July-September												
Total												
	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/	1/
1953-54												
October-December	55.0	57.7	53.2	52.4	58.9	47.0	23.5	15.9	22.0	32.5	19.3	34.6
January-March	59.6	58.1	65.7	54.0	66.0	57.9	27.3	17.9	27.0	36.5	27.3	34.7
April-June	57.4	59.4	63.2	52.5	58.0	52.2	24.7	18.4	23.4	31.1	22.0	35.0
July-September	53.8	55.9	54.6	53.8	49.4	54.1	22.2	18.1	20.1	28.6	18.8	27.9
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March												
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1467-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 7.-- Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000								
	cases 2/	cases 2/	cases 2/	cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	1,640	824	1,099	3,618	34.9	30.8	32.1	33.0	54.2	55.9	55.9	55.0
January-March	1,940	845	1,306	4,214	33.1	28.6	29.4	31.0	57.4	62.6	59.2	59.6
April-June	1,845	808	1,098	3,835	32.9	28.0	29.6	30.8	54.9	62.0	57.7	57.4
July-September	1,603	831	1,018	3,534	35.3	31.6	32.6	33.6	50.6	57.9	56.8	53.8
Total	7,028	3,308	4,521	15,201								
1954-55												
October-December	1,577	735	971	3,381	34.4	29.9	31.4	32.5	53.1	61.1	57.8	56.0
January-March												
April-June												
July-September												
Total												

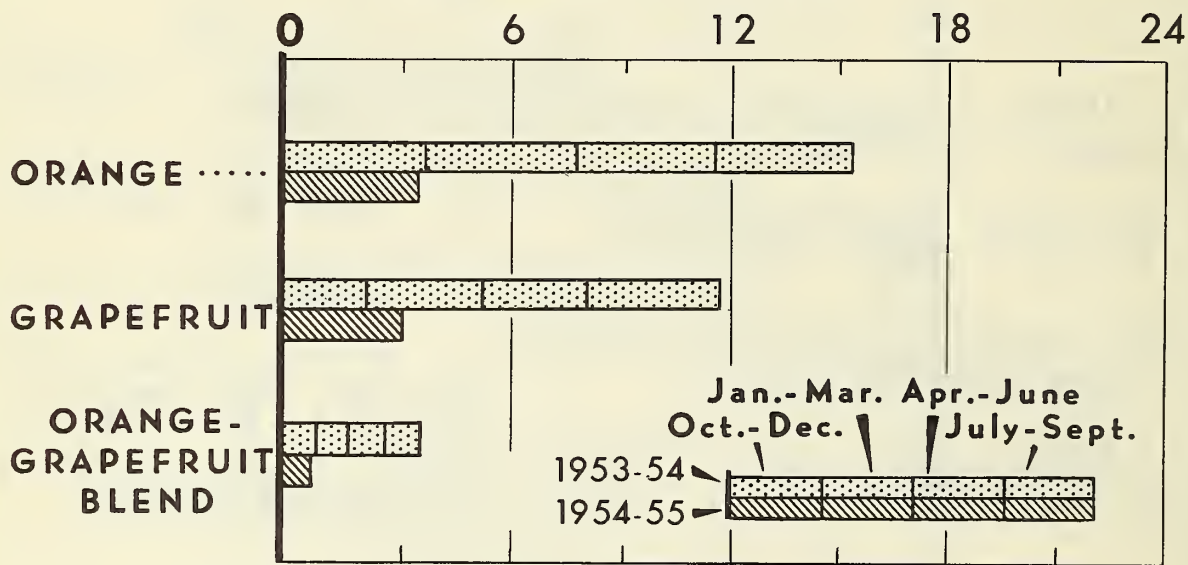
1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF CANNED CITRUS JUICES

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1468-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters,
October-December 1953 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,381	3,618	3,060	2,323	824	914
January-March		4,214		2,983		938
April-June		3,835		2,813		973
July-September		3,534		3,591		887
Total		15,201		11,710		3,712

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	2,323	607	533	493	278	412	27.2	26.3	27.1	26.0	28.0	29.3
January-March	2,983	706	813	653	328	483	24.7	24.3	23.5	23.8	26.7	26.8
April-June	2,813	689	728	648	347	401	23.1	23.0	23.1	21.5	24.0	24.8
July-September	3,591	979	1,019	717	371	505	24.1	23.2	23.4	23.1	26.0	26.0
Total	11,710	2,981	3,093	2,511	1,324	1,801						
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	61.1	63.9	59.3	57.4	69.1	59.4	15.1	13.8	11.5	14.5	18.1	27.9
January-March	65.9	62.6	74.2	58.2	60.8	73.2	19.4	16.1	17.8	19.0	21.3	32.7
April-June	66.0	63.9	71.7	62.5	66.4	65.0	18.1	15.7	15.7	18.7	22.4	27.0
July-September	65.1	66.1	71.6	61.8	59.4	65.0	22.6	22.5	22.5	18.9	22.1	32.0
1954-55												
October-December	62.4	62.3	63.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March												
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 10.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	774	745	761	2,323	29.5	25.4	26.8	27.2	56.4	64.4	63.4	61.1
January-March	1,011	1,005	899	2,983	27.3	22.9	23.6	24.7	59.3	74.7	65.3	65.9
April-June	938	931	902	2,813	25.9	21.5	22.0	23.1	59.3	74.4	65.6	66.0
July-September	1,247	1,165	1,135	3,591	26.5	21.9	23.4	24.1	61.2	71.3	65.5	65.1
Total	3,970	3,846	3,697	11,710								
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 11.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	914	363	265	102	2/	132	30.8	29.3	31.2	28.6	2/	35.2
January-March	938	372	299	98	2/	125	27.8	25.7	27.4	27.7	2/	32.0
April-June	973	358	326	147	2/	103	27.4	26.2	27.6	26.0	2/	31.1
July-September	887	363	227	128	41	128	30.0	28.4	30.8	26.8	32.5	33.6
Total	3,712	1,456	1,117	475	176	488						
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	51.4	51.3	55.1	54.9	2/	40.9	6.0	8.3	5.8	3.0	2/	8.9
January-March	57.9	59.4	61.7	55.3	2/	49.5	6.1	8.4	6.5	2.8	2/	8.5
April-June	58.3	52.6	61.4	69.9	2/	51.6	6.2	8.1	7.0	4.2	2/	6.9
July-September	51.8	50.6	50.5	67.7	45.4	48.1	5.6	8.3	5.0	3.4	2.4	8.1
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March												
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 12.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	304	305	286	914	33.7	29.3	29.6	30.8	47.3	56.0	52.5	51.4
January-March	291	325	305	938	30.8	26.5	26.6	27.8	54.4	58.6	60.9	57.9
April-June	304	355	306	973	30.5	25.1	26.9	27.4	52.3	67.8	56.0	58.3
July-September	296	263	318	887	32.8	27.3	28.8	30.0	49.8	58.1	49.5	51.8
Total	1,195	1,248	1,215	3,712								
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 13.-- Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, October-December 1954

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Orange	3,381	743	1,053	993	254	335	1,577	735	971
Grapefruit	3,060	790	791	656	356	467	1,046	1,042	932
Orange-grapefruit blend	824	371	234	84	3/	96	252	235	332
Lemon	147	50	59	12	3/	21	42	52	50
Grape	523	148	119	93	72	91	171	186	154
Pineapple	3,758	1,596	680	637	391	454	1,138	1,080	1,481
Prune	1,662	873	364	161	134	130	587	424	630
Tomato	5,318	1,955	1,334	746	536	747	1,740	1,623	1,834
Total 4/	21,150	7,760	5,225	3,581	1,974	2,610	7,256	5,981	7,520
Average price per can 5/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	32.5	31.6	31.7	30.6	36.6	37.3	34.4	29.3	31.4
Grapefruit	24.2	23.5	23.2	23.5	25.6	25.9	26.6	21.8	23.7
Orange-grapefruit blend	29.7	27.5	30.1	27.5	3/	34.1	32.7	26.4	28.9
Lemon	13.2	12.7	13.5	14.0	3/	13.0	14.1	12.4	13.0
Grape	36.2	35.2	37.4	36.5	36.7	35.3	37.9	34.7	36.0
Pineapple	30.2	29.5	33.5	31.4	30.9	26.3	32.3	28.9	29.3
Prune	33.1	31.4	34.5	34.7	36.6	31.0	35.1	31.4	32.0
Tomato	26.4	27.0	27.2	28.2	27.0	23.6	27.8	24.6	26.4
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	56.0	56.7	62.4	54.3	51.8	51.1	53.1	61.1	57.8
Grapefruit	62.4	62.8	68.0	60.3	58.4	62.1	56.4	69.1	65.3
Orange-grapefruit blend	52.1	56.8	49.9	55.2	3/	45.5	48.4	55.8	54.3
Lemon	13.9	13.4	15.2	12.2	3/	13.8	12.1	16.1	13.9
Grape	28.6	23.1	28.2	25.2	35.7	34.4	27.3	31.7	26.4
Pineapple	53.3	51.2	52.0	49.6	53.3	63.3	49.5	53.0	57.1
Prune	38.3	39.2	37.4	34.0	41.9	38.4	36.9	37.0	40.9
Tomato	53.2	43.5	56.1	49.2	51.8	62.4	51.1	56.4	52.6
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Orange	21.1	17.1	23.0	26.1	15.2	21.1			
Grapefruit	19.1	18.0	17.2	17.3	21.3	29.6			
Orange-grapefruit blend	5.1	8.5	5.1	2.2	3/	6.1			
Lemon	.9	1.1	1.3	.3	3/	1.3			
Grape	3.3	3.4	2.6	2.5	4.3	5.8			
Pineapple	23.4	36.5	14.8	16.7	23.3	28.8			
Prune	10.4	19.9	7.9	4.2	8.0	8.2			
Tomato	33.2	44.7	29.1	19.6	32.0	47.4			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

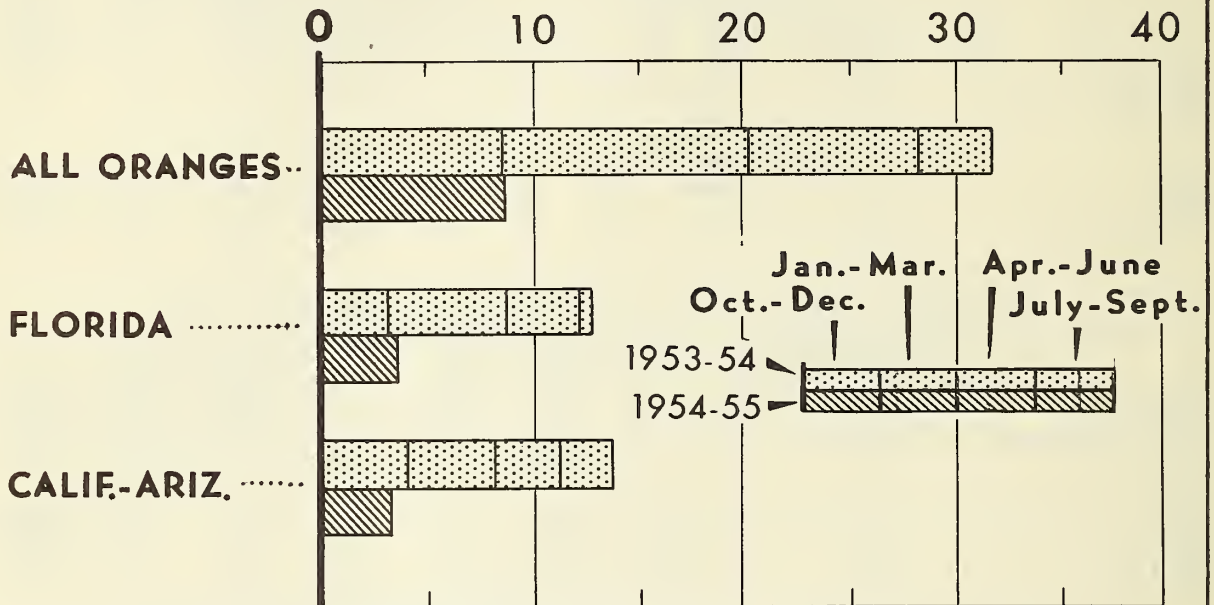
3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5-1/2-ounce can; prune juice, 32-ounce bottle, and grape juice, 24-ounce bottle.

CONSUMER PURCHASES OF ORANGES

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1469-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

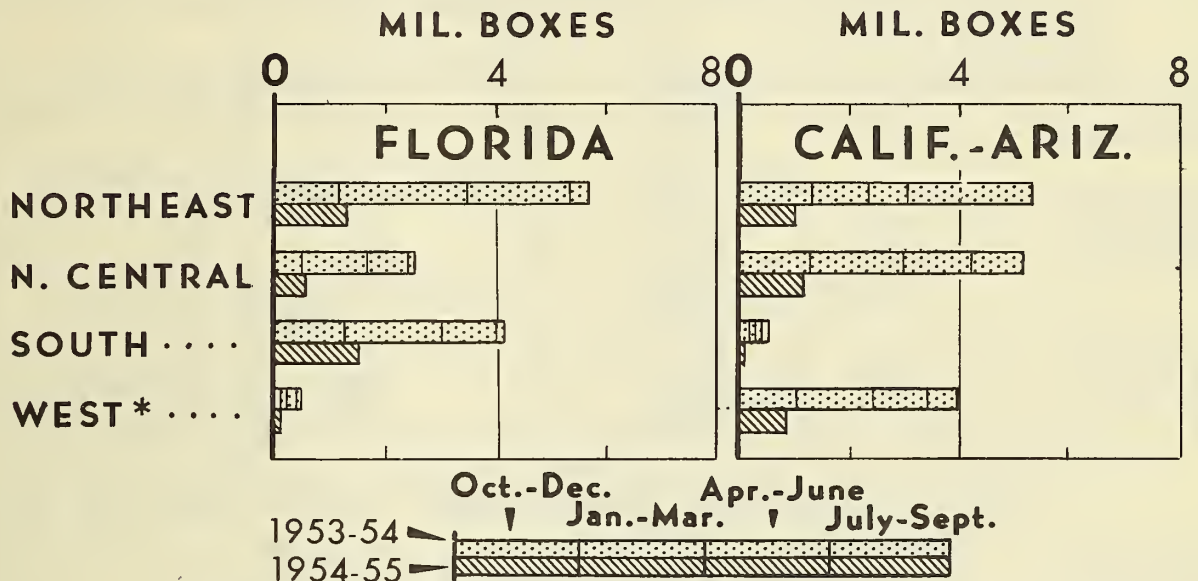
Table 14.-- Oranges: Consumer purchases, by quarters, October-December 1953 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	8,552	3,141	3,999	1,193
January-March	11,819	5,538	4,129	1,891
April-June	7,844	3,541	3,039	1,172
July-September	3,544	497	2,509	485
Total	31,759	12,717	13,676	4,741
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March				
April-June				
July-September				
Total				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGES

Consumer Purchases, by Regions



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1470-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,660	3,141	1,385	1,156	695	570	1,502	1,316	63	83	1/	1/
January-March		5,538		2,361		1,135		1,811		155		1/
April-June		3,541		1,850		665		876		110		40
July-September		497		295		71		122		1/		1/
Total		12,717		5,662		2,491		4,125		357		82
California-Arizona												
October-December	3,271	3,999	1,019	1,356	1,219	1,394	164	145	306	338	563	766
January-March		4,129		963		1,632		142		388		984
April-June		3,039		779		1,228		91		261		680
July-September		2,509		992		848		120		211		338
Total		13,676		4,090		5,122		498		1,198		2,768
All oranges 2/												
October-December	8,612	8,552	2,758	2,807	2,311	2,225	2,168	1,998	679	643	696	879
January-March		11,819		3,998		3,290		2,550		826		1,155
April-June		7,844		3,070		2,181		1,229		526		838
July-September		3,544		1,470		1,045		314		306		409
Total		31,759		11,345		8,741		6,091		2,301		3,281

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

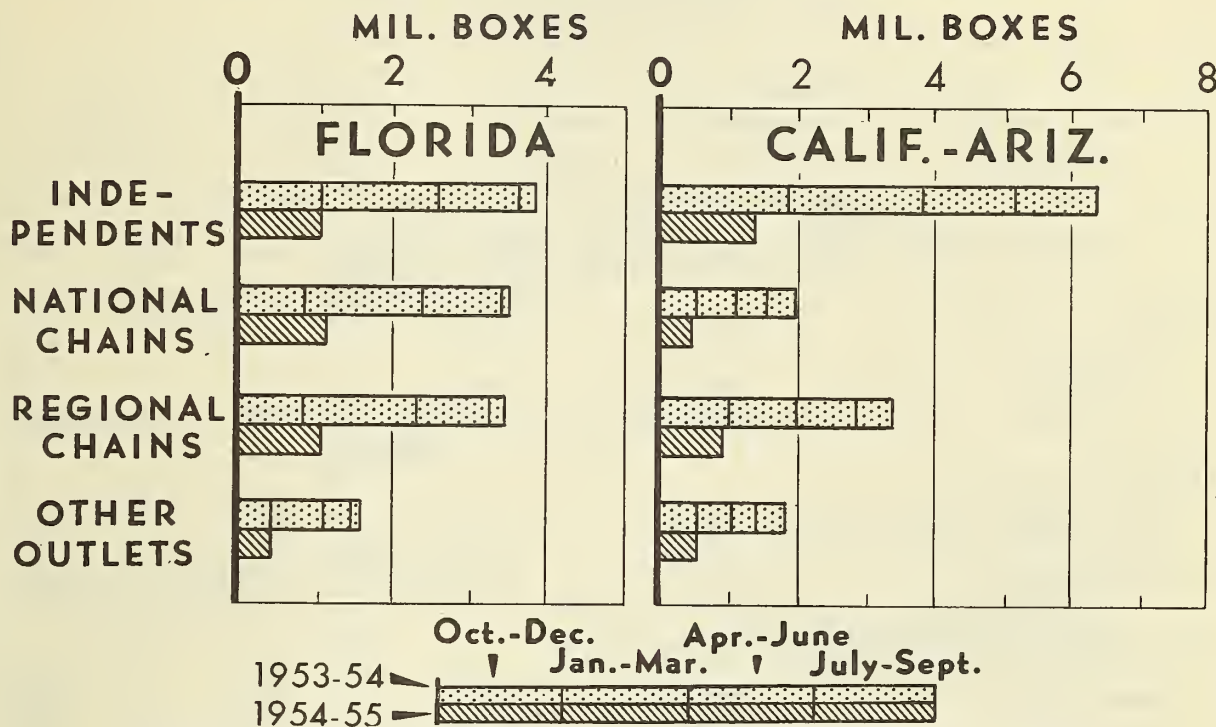
Table 16.-- Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	28.7	33.1	33.5	38.1	31.7	34.5	24.7	28.5	33.9	34.4	1/	1/
January-March		34.3		38.8		36.3		27.6		37.8		1/
April-June		40.0		43.5		40.9		31.8		43.3		53.7
July-September		51.2		56.9		53.6		41.9		1/		1/
California-Arizona												
October-December	47.6	38.5	54.9	44.5	48.6	40.6	37.0	37.2	49.3	42.4	41.5	28.4
January-March		42.7		55.2		45.8		40.7		45.8		31.4
April-June		48.4		62.2		50.9		46.4		50.8		35.9
July-September		54.0		60.0		52.9		56.1		61.7		42.8
All oranges 2/												
October-December	36.9	36.2	41.6	41.4	41.2	38.8	26.9	30.3	40.2	39.3	40.8	29.1
January-March		38.2		43.8		41.8		29.4		41.2		31.8
April-June		44.0		49.0		47.5		33.9		45.2		36.5
July-September		52.7		58.4		52.5		48.7		58.0		42.0
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	16.8	14.9	14.1	13.2	15.4	14.4	20.0	17.0	14.4	12.0	1/	1/
January-March		14.1		12.6		14.9		16.1		11.8		1/
April-June		12.5		12.1		12.5		14.0		11.1		8.7
July-September		11.0		11.2		11.0		10.8		1/		1/
California-Arizona												
October-December	11.8	13.4	10.6	12.1	11.2	12.4	14.9	11.6	12.3	12.9	13.3	17.8
January-March		12.5		9.8		11.4		11.9		12.1		17.4
April-June		11.8		9.2		10.8		11.1		12.1		16.6
July-September		10.9		10.7		10.5		9.9		10.2		12.7
All oranges 2/												
October-December	14.0	13.8	12.3	12.4	12.7	12.9	18.1	15.6	13.2	12.9	13.4	17.4
January-March		13.1		11.4		12.6		14.9		12.4		17.0
April-June		12.0		11.0		11.3		12.8		12.1		16.2
July-September		10.9		10.7		10.5		10.0		10.1		13.1
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.8	20.4	31.7	26.4	15.1	12.4	39.4	38.7	3.8	5.4	1/	1/
January-March		35.9		53.8		25.9		52.6		9.9		1/
April-June		22.8		41.9		14.3		25.4		7.2		2.6
July-September		3.1		6.8		1.6		3.2		1/		1/
California-Arizona												
October-December	20.4	26.0	23.3	31.0	26.5	30.3	4.3	4.3	18.3	21.9	35.7	51.9
January-March		26.7		21.9		36.0		4.1		25.1		66.5
April-June		19.6		17.6		26.5		2.6		16.8		45.8
July-September		15.8		22.8		18.8		3.2		12.6		21.5
All oranges 2/												
October-December	53.6	55.5	63.0	64.1	50.2	48.4	56.9	58.7	40.6	41.8	44.2	59.4
January-March		76.6		91.2		71.8		74.1		53.6		78.1
April-June		50.5		69.7		47.1		35.6		34.0		56.4
July-September		22.2		33.8		23.2		8.4		18.3		26.0

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1471-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 17.-- Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	1,047	1,031	1,175	865	1,026	829	3,660	3,141
January-March		1,650		1,610		1,514		5,538
April-June		1,050		1,080		1,007		3,541
July-September		174		72		153		497
Total		3,905		3,627		3,503		12,717
California-Arizona								
October-December	1,455	1,881	455	559	841	1,043	3,271	3,999
January-March		1,972		597		1,044		4,129
April-June		1,445		408		759		3,039
July-September		1,127		360		640		2,509
Total		6,425		1,924		3,486		13,676
All oranges ^{2/}								
October-December	3,159	3,483	1,960	1,708	2,231	2,237	8,612	8,552
January-March		4,508		2,630		3,120		11,819
April-June		3,009		1,723		2,095		7,844
July-September		1,546		507		921		3,544
Total		12,546		6,563		8,373		31,759

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

Table 18.-- Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

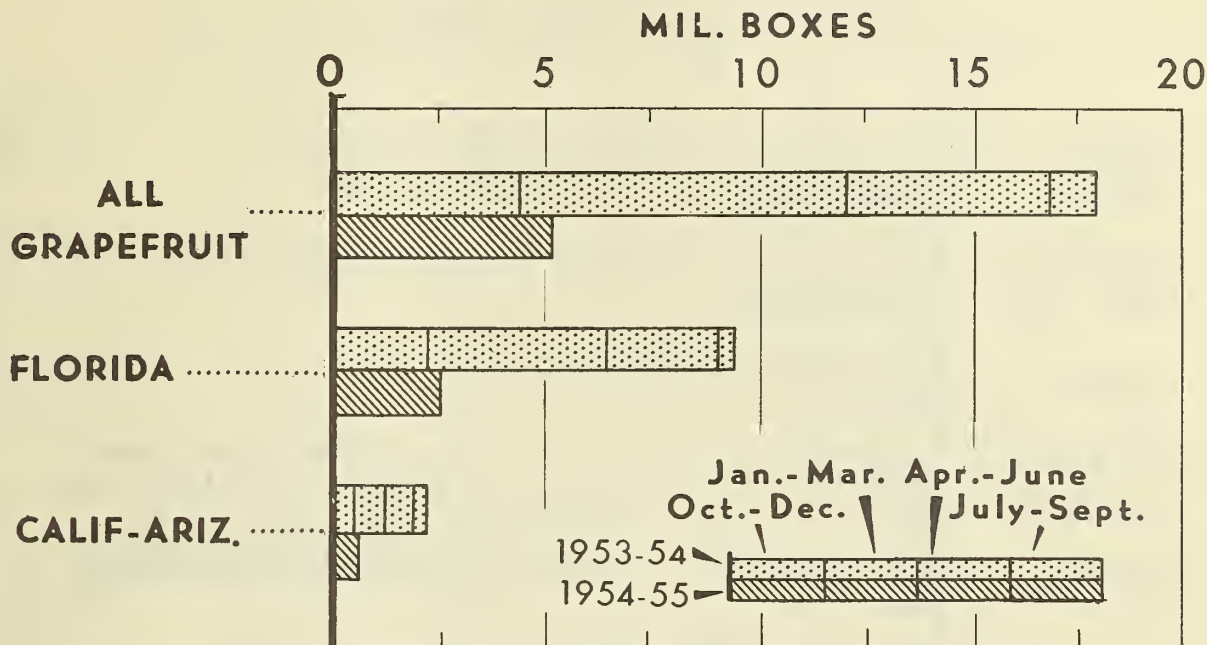
State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	30.4	34.8	27.7	32.7	28.8	32.1	28.7	33.1
January-March		36.3		33.4		35.0		34.3
April-June		42.1		38.3		41.5		40.0
July-September		55.1		53.4		54.7		51.2
California-Arizona								
October-December	49.9	41.4	49.5	39.4	48.1	36.3	47.6	38.5
January-March		45.7		44.3		42.0		42.7
April-June		50.0		53.6		49.9		48.4
July-September		54.1		62.3		54.8		54.0
All oranges ^{2/}								
October-December	40.2	39.0	34.1	35.7	36.5	34.8	36.9	36.2
January-March		41.0		37.3		38.6		38.2
April-June		46.4		43.8		45.5		44.0
July-September		53.1		59.6		53.8		52.7
	Average size of purchase							
	Units		Units		Units		Units	
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	16.2	13.8	17.0	14.6	15.7	14.5	16.8	14.9
January-March		12.7		14.2		13.1		14.1
April-June		11.3		13.0		12.3		12.5
July-September		9.4		10.0		11.1		11.0
California-Arizona								
October-December	11.3	12.6	10.8	12.3	11.1	13.4	11.8	13.4
January-March		11.7		11.5		12.0		12.5
April-June		11.1		10.8		11.1		11.8
July-September		10.7		9.4		11.1		10.9
All oranges ^{2/}								
October-December	12.9	12.8	14.3	13.3	13.3	13.6	14.0	13.8
January-March		11.9		12.9		12.3		13.1
April-June		11.1		12.0		11.5		12.0
July-September		10.5		9.5		11.0		10.9

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF GRAPEFRUIT



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1472-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1953 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	4,331	2,284	436	1,361
January-March	7,696	4,312	822	2,038
April-June	4,831	2,609	667	1,373
July-September	1,075	316	367	372
Total	17,933	9,521	2,292	5,144
1954-55				
October-December	5,121	2,654	502	1,406
January-March				
April-June				
July-September				
Total				

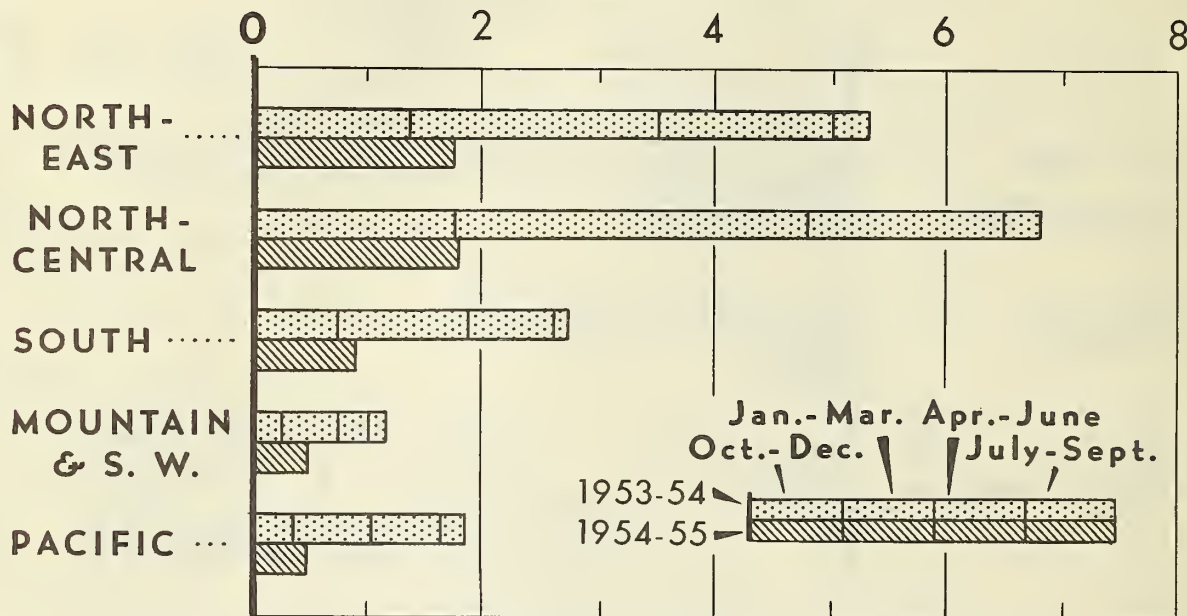
^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

GRAPEFRUIT

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1473-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	2,654	2,204	1,213	923	714	739	341	461	100	69	45	42
January-March		4,312		1,635		1,696		799		124		58
April-June		2,609		1,118		839		500		86		66
July-September		316		164		73		71		1/		1/
Total		9,521		3,840		3,397		1,830		286		168
California-Arizona												
October-December	502	436	49	54	96	133	1/	1/	55	48	28	191
January-March		822		54		104		1/		116		533
April-June		667		1/		80		1/		93		435
July-September		357		42		118		28		29		150
Total		2,292		185		435		72		291		1,309
All grapefruit 2/												
October-December	5,121	4,331	1,703	1,337	1,114	1,711	324	715	400	239	433	329
January-March		7,696		2,171		3,128		1,150		527		720
April-June		4,831		1,513		1,679		738		309		592
July-September		1,075		325		323		168		60		198
Total		17,933		5,347		6,841		2,771		1,135		1,839

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

State or origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	80.9	84.2	88.5	94.7	79.2	76.5	66.3	73.2	87.9	90.4	109.9	123.3
January-March		75.9		85.9		72.4		61.4		82.7		112.5
April-June		85.2		93.6		83.0		67.9		92.5		120.6
July-September		103.4		114.8		112.5		77.9		1/		1/
California-Arizona												
October-December	74.8	75.8	96.8	97.6	84.4	84.2	1/	1/	61.6	63.2	73.0	72.0
January-March		67.5		90.0		79.9		1/		58.2		67.0
April-June		70.3		1/		88.0		1/		55.1		70.6
July-September		102.2		134.5		115.0		127.2		112.7		85.5
All grapefruit 2/												
October-December	79.7	84.8	90.1	95.7	76.2	77.6	71.6	79.9	76.3	87.9	82.0	82.0
January-March		74.8		85.8		71.3		66.0		72.5		73.0
April-June		82.3		92.3		81.1		72.7		77.3		76.7
July-September		103.9		117.2		110.4		96.8		104.1		89.1
State or origin and period	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.1	4.7	4.4	4.1	5.6	5.7	6.0	5.1	6.6	5.3	4.0	3.1
January-March		5.3		4.3		6.5		5.9		5.2		3.4
April-June		4.7		4.1		5.3		5.5		4.7		3.6
July-September		3.8		3.5		3.6		4.4		1/		1/
California-Arizona												
October-December	5.4	5.2	3.9	3.6	5.2	5.3	1/	1/	8.6	9.0	5.3	5.0
January-March		6.3		4.4		5.5		1/		9.6		6.0
April-June		5.8		1/		4.7		1/		9.4		5.6
July-September		3.8		2.9		3.8		3.1		3.2		4.4
All grapefruit 2/												
October-December	5.1	4.6	4.2	3.9	5.6	5.4	5.5	4.7	6.1	5.1	4.6	4.5
January-March		5.3		4.3		6.2		5.5		5.9		5.4
April-June		4.8		4.1		5.2		5.1		5.3		5.1
July-September		3.7		3.4		3.7		3.9		3.6		4.2
State or origin and period	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	16.6	14.8	27.8	21.1	16.2	17.2	14.2	13.6	6.3	4.5	2.8	2.9
January-March		27.9		37.3		37.0		23.2		8.2		3.9
April-June		16.8		25.3		18.1		14.4		5.5		4.4
July-September		2.0		3.8		1.6		1.8		1/		1/
California-Arizona												
October-December	3.1	2.8	1.1	1.2	2.1	3.0	1/	1/	3.3	3.1	18.3	13.0
January-March		5.4		1.2		2.2		1/		7.6		36.2
April-June		4.3		1/		1.7		1/		6.3		29.3
July-September		2.3		1.0		2.6		.7		1.7		9.5
All grapefruit 2/												
October-December	32.0	28.2	38.9	30.6	38.3	37.2	21.1	21.0	23.9	15.5	27.5	22.4
January-March		49.9		49.6		69.2		33.3		34.2		48.7
April-June		31.0		34.4		36.2		21.4		19.8		39.8
July-September		6.7		7.5		7.2		4.3		3.6		12.6

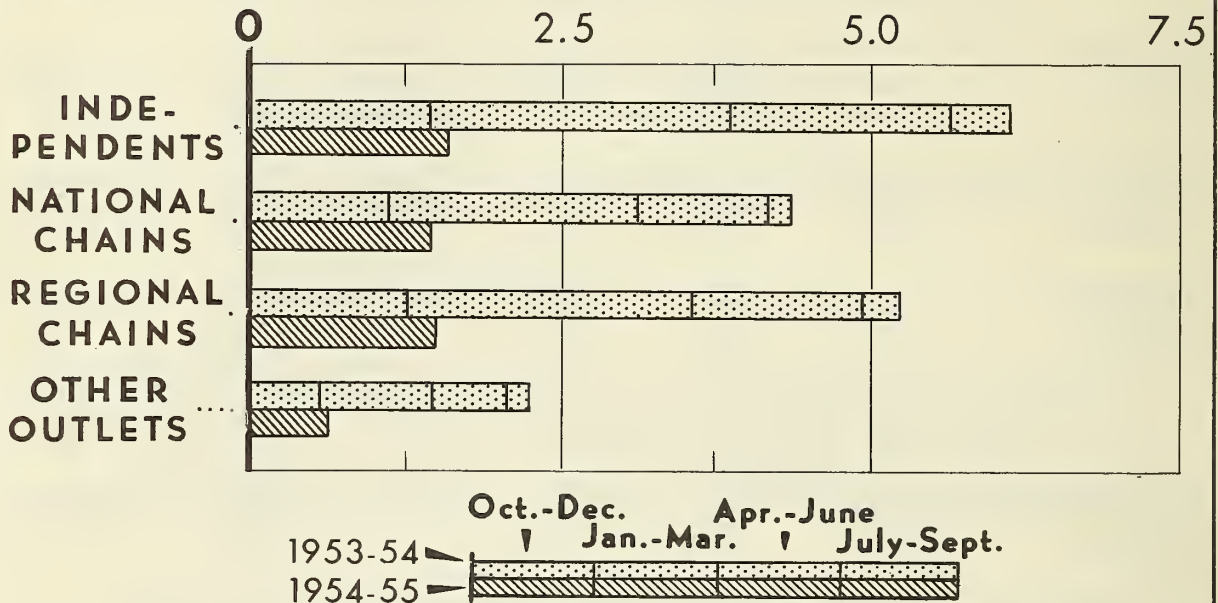
1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1474-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	634	581	801	665	777	686	2,654	2,284
January-March		1,089		1,367		1,294		4,312
April-June		815		665		789		2,609
July-September		115		40		90		316
Total		2,600		2,737		2,859		9,521
California-Arizona								
October-December	174	181	125	82	151	83	502	436
January-March		320		175		201		822
April-June		275		150		152		667
July-September		157		80		96		367
Total		933		487		532		2,292
All grapefruit ^{2/}								
October-December	1,582	1,411	1,441	1,100	1,492	1,261	5,121	4,331
January-March		2,465		2,023		2,281		7,696
April-June		1,774		1,068		1,403		4,831
July-September		475		166		277		1,075
Total		6,125		4,357		5,222		17,933

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	86.4	91.9	77.0	80.7	82.9	83.2	80.9	84.2
January-March		83.9		72.5		75.8		75.9
April-June		88.3		83.0		88.0		85.2
July-September		106.5		104.2		107.2		103.4
California-Arizona								
October-December	82.6	87.7	72.0	82.0	74.6	77.9	74.8	75.8
January-March		75.7		67.8		65.9		67.5
April-June		79.7		70.8		67.7		70.3
July-September		104.3		115.2		99.8		102.2
All grapefruit ^{2/}								
October-December	84.1	90.8	77.9	83.2	79.5	83.6	79.7	84.8
January-March		81.1		73.7		73.6		74.8
April-June		85.5		82.6		83.2		82.3
July-September		105.7		112.3		105.8		103.9
	Average size of purchase							
	Units		Units		Units		Units	
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.1	5.4	4.8	4.5	4.5	5.1	4.7
January-March		4.6		5.5		5.0		5.3
April-June		4.4		4.6		4.6		4.7
July-September		3.8		3.6		3.3		3.8
California-Arizona								
October-December	4.9	4.8	5.9	4.3	4.7	4.5	5.4	5.2
January-March		5.4		6.1		5.6		6.3
April-June		5.2		6.0		5.1		5.8
July-September		3.6		3.9		3.6		3.8
All grapefruit ^{2/}								
October-December	4.8	4.3	5.2	4.6	4.7	4.4	5.1	4.6
January-March		4.8		5.3		5.1		5.3
April-June		4.6		4.6		4.7		4.8
July-September		3.7		3.5		3.5		3.7

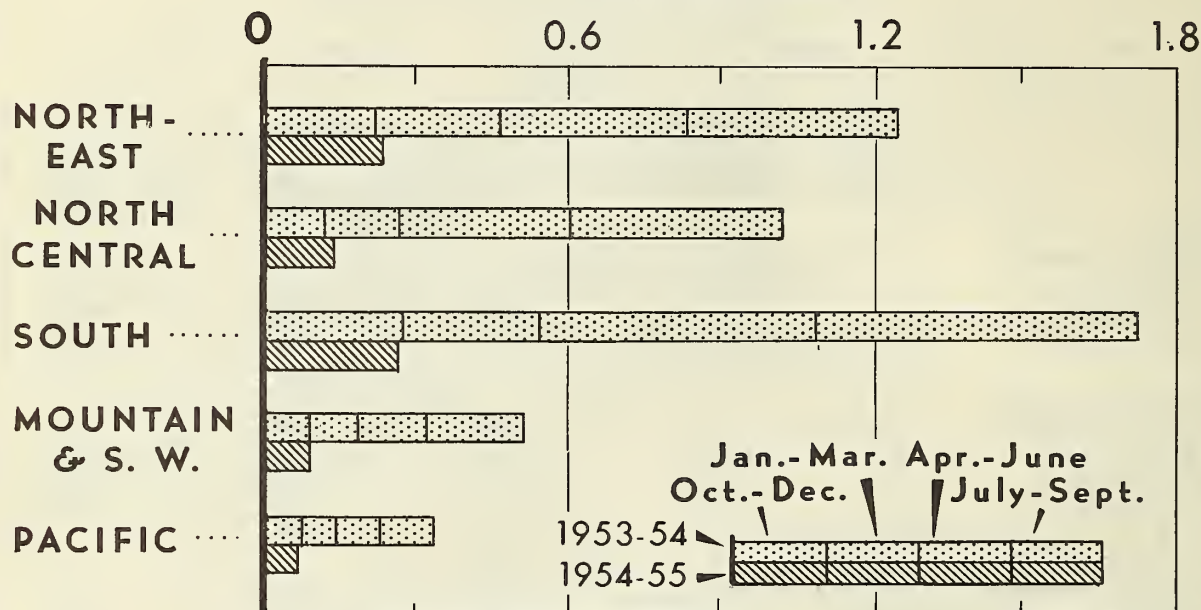
^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

LEMONS

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1475-55 (2) AGRICULTURAL MARKETING SERVICE

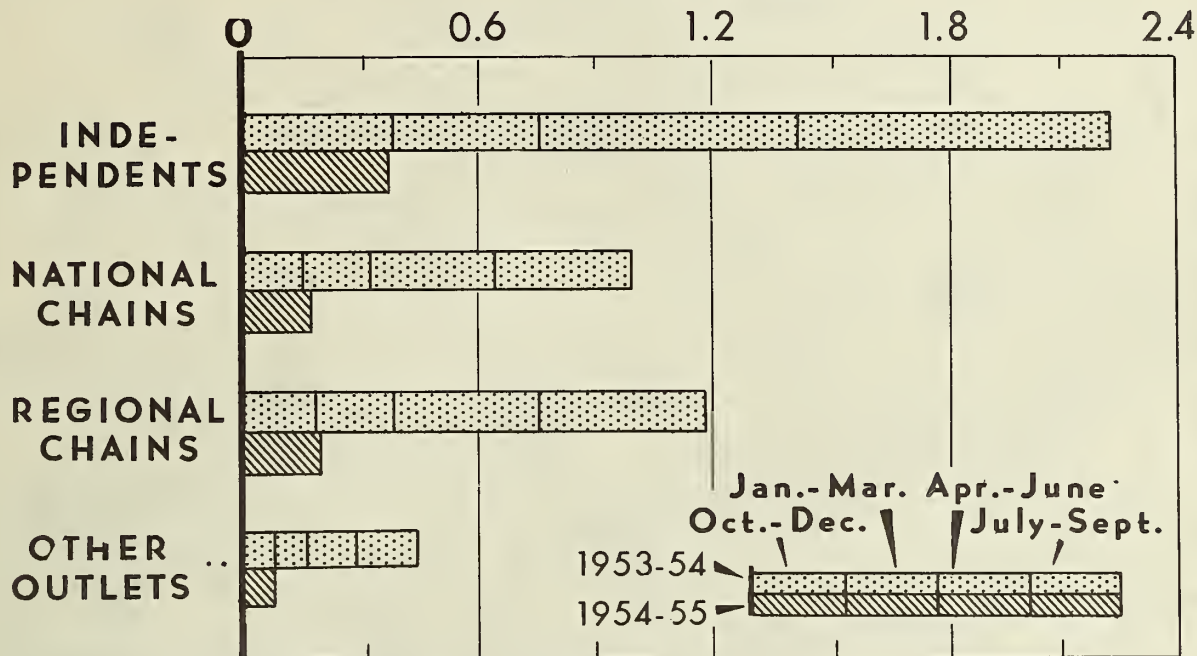
Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	774	219	121	274	89	71	46.6	53.3	56.4	39.5	44.3	45.0
January-March	817	245	143	267	95	67	46.4	52.9	55.8	38.2	44.2	45.2
April-June	1,487	373	338	546	140	90	43.8	49.8	51.8	36.7	42.4	42.4
July-September	1,765	406	419	639	193	108	42.7	49.2	47.2	37.3	43.5	42.9
Total	4,843	1,243	1,021	1,726	517	336						
1954-55												
October-December	785	231	136	266	89	63	45.6	52.5	55.8	38.3	44.2	45.4
January-March												
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1953-54												
October-December	5.9	4.8	5.0	7.5	6.4	5.7	5.0	5.0	2.6	8.0	5.8	4.8
January-March	5.6	4.7	4.6	7.1	5.9	5.4	5.3	5.7	3.1	7.8	6.1	4.6
April-June	6.8	5.5	6.4	8.3	6.6	6.4	9.6	8.4	7.3	15.8	9.0	6.1
July-September	7.4	5.9	7.6	8.6	7.1	6.4	11.1	9.3	9.3	16.9	11.5	6.8
1954-55												
October-December	6.1	4.9	5.1	7.9	6.4	5.2	4.9	5.3	2.9	7.0	5.3	4.0
January-March												
April-June												
July-September												

WHERE CONSUMERS BUY LEMONS

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1476-55 (2) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.-- Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Units	Units	Units	Units
	boxes	boxes	boxes	boxes								
1953-54												
October-December	376	147	177	774	45.5	48.9	48.2	46.6	6.2	5.3	5.9	5.9
January-March	379	162	196	817	45.4	47.7	48.6	46.4	5.8	5.2	5.4	5.6
April-June	660	325	378	1,487	43.7	44.5	44.3	43.8	6.9	6.5	6.7	6.8
July-September	820	361	432	1,765	42.7	43.1	43.5	42.7	7.5	7.1	7.2	7.4
Total	2,235	995	1,183	4,843								
1954-55												
October-December	366	155	139	785	45.0	47.3	46.3	45.6	6.2	5.7	5.8	6.1
January-March												
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 26.-- Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1953 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	2,108	960	633	395	71	49	38.1	38.4	38.9	33.6	43.8	51.3
January-March	1,107	547	294	176	34	66	34.8	38.4	31.7	26.1	47.3	36.9
1954-55												
October-December	2,075	904	600	433	79	59	32.7	33.8	33.6	26.9	39.7	43.5
January-March												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1953-54												
October-December	10.7	10.2	11.1	12.4	8.5	8.2	13.7	21.9	13.8	11.6	4.6	3.3
January-March	11.1	10.0	13.0	14.3	8.7	9.1	7.2	12.5	6.2	5.1	2.2	4.5
1954-55												
October-December	12.6	11.6	13.2	15.6	9.4	9.2	12.9	20.6	13.1	11.4	4.7	3.7
January-March												

National Consumer Panel of Market Research Corporation of America.

Table 27.-- Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1953 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1953-54												
October-December	602	581	597	2,103	41.7	36.6	37.9	38.1	10.5	10.4	10.5	10.7
January-March	355	164	239	1,107	37.6	37.5	37.7	34.8	10.3	9.6	9.8	11.1
1954-55												
October-December	670	509	613	2,075	35.8	31.5	32.4	32.7	12.3	12.0	12.2	12.6
January-March												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

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